

NEW YORK, SUNDAY, JANUARY 22, 1905.—Copyright, 1905, by The Sun Printing and Publishing Association.

BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER &amp; CO.

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The greatest Store and the greatest business in Brooklyn have risen here on the foundation of Public Satisfaction with the best service, the best assortments and lowest prices.

# ABRAHAM AND STRAUS

BROOKLYN.

## A Budget of Big Values---The Gist of Monday's Sales.

Now the Greatest Furniture Sale in the History of Brooklyn.

4,000 Yards of Colored All Wool Surah Serge, 39c. a yard.

10,000 Yards of Woven Cotton Voiles, 10c. a yd.

Fine Suits for Boys—Incomparable Values.

Men's \$15.00 to \$16.50 Overcoats, \$9.75.

Men's Suits to Measure, \$19.50, regular \$30.00, \$35.00 and \$40.00 values.

Women's \$3.75 to \$5.00 Silk Umbrellas, \$2.34, 10c. Music at 13c.

Women's 25c. Stockings, 15c.

\$1.50 Black Worsteds Canvas, 60c. a yard.

\$3.00 China Silk Waists, \$1.98.

Pongee Silk Suits—Less Than Cost to Make.

\$2.25 Black Chiffon Hats, \$1.60.

Bohemian Water Tumblers, 4c. each. No mail or telephone orders, not more than one dozen to a customer, and deliveries during the week.

\$12.00 to \$16.50 Corsets, \$6.98.

Women's Boots and Oxfords, \$1.95.

White Figured Madras Waists, 49c.

Watches for Everyone—Less Than Import Cost.

Another Flurry in Furs—Deep Price Cutting.

Solitaire Diamond Rings—40 per cent. Below Regular Prices.

The New Carpets for Spring, 1905.

Mocha and Java Coffee, 27c. a Pound, Regularly 32c. No mail or telephone orders. Deliveries during the week.

10c. Ribbons at 12c. a yard.

Women's \$1.00 Hand Bags, 65c.

Women's \$40.00 Tailored Suits, \$27.50.

## February Furniture Sale.

### A Month of Amazing Furniture Offers.

This annual event is eagerly looked forward to by thousands of housekeepers for many miles around. Each succeeding Sale increases in interest and importance, just as each year increases the important resources and famed facilities of Brooklyn's Great Store of Stores. Our Sale is a notable one for its unmatched values, but its fame is even greater for the fine character of the Furniture, freshness and beauty of designs and magnificent proportions of its assortments. The saving of 25 to 50 per cent. is the more marked, therefore, because it is on Furniture that is new and first class. The purchasers have come to know through years of fortunate experience that the prices are the lowest and quality always dependable.

**\$6.50 Parlor Rockers, \$4.95.**  
Mahogany finish, inlaid, wood seat, nicely polished.

**Rockers for Parlor and Living Rooms.**

**\$2.10 Rockers, \$1.60.** Golden oak, wood seat.

**\$4.00 Rockers, \$3.25.** Golden oak, wood seat.

**\$5.50 Rockers, \$3.95.** Golden oak, wood seat.

**\$6.50 Rockers, \$4.75.** Imitation mahogany, wood seat.

**\$9.00 Rockers, \$5.95.** Imitation mahogany, wood seat.

**Parlor and Library Tables.**

**\$2.50 Parlor Tables, \$1.25.** Golden oak, oblong, with shelf.

**\$3.00 Parlor Tables, \$2.25.** Golden oak, 24 inches square.

**\$3.25 Parlor Tables, \$1.75.** Golden oak, 24 inches square.

**\$1.50 Parlor Tables, \$3.75.** Golden oak, square top.

**\$5.75 Parlor Tables, \$4.50.** Imitation mahogany, 24 inch round top.

**\$13.00 Library Tables, \$8.95.** Imitation mahogany, 28x12 top.

**\$25.00 Library Tables, \$18.75.** Golden oak, 20x48 inch top.

**\$28.00 Library Tables, \$19.50.** Mahogany, 20x48 inch top.

**\$27.00 Library Tables, \$20.25.** Mahogany, veneered, 20x48 top.

**\$35.00 Library Tables, \$26.50.** Weathered oak, Spanish leather top.

**\$1.25 Dining Chairs, 85c.**  
Golden oak, cane seat, carved back.

**Rockers for Parlor and Living Rooms.**

**\$9.00 Rockers, \$6.75.** Imitation mahogany, inlaid.

**\$11.00 Rockers, \$8.25.** Fumed oak, with Spanish leather horse cushion seat.

**\$12.00 Rockers, \$8.75.** Imitation mahogany wood seat.

**\$18.00 Rockers, \$12.00.** Golden oak, wood seat.

**\$23.00 Rockers, \$17.25.** Golden oak, wood seat.

**Extension Tables and Sideboards.**

**\$5.75 Extension Table, \$4.50.** Golden oak, 48 inch square top, extends 5 feet.

**\$12.75 Extension Table, \$9.50.** Golden oak, 48 inch round top, extends 6 feet.

**\$15.50 Sideboard, \$9.95.** Golden oak, carved design.

**\$19.50 Extension Table, \$14.50.** Golden oak, 48 inch square top, extends 8 feet.

**\$25.00 Extension Table, \$18.75.** Golden oak, 48 inch square top, extends 9 feet.

**\$25.00 Sideboard, \$19.50.** Golden oak, carved design.

**\$35.00 Extension Table, \$26.50.** Golden oak, 48 inch round top, extends 10 feet.

**\$50.00 Sideboard, \$37.50.** Golden oak, carved design.

**\$62.00 Extension Table, \$45.** Golden oak, 52 inch round top, extends 12 feet.

**\$115.00 Sideboard, \$57.50.** Mahogany, Colonial design.

**\$6 Chiffoniers, \$3.75.**  
Golden oak, 3 drawer, carved wood back.

**Toilet Tables and Cheval Mirrors.**

**\$9.00 Toilet Tables, \$6.75.** Golden oak, 30 inch top, with 14x24 inch mirror top.

**\$21.00 Toilet Tables, \$12.00.** Mahogany, carved.

**\$20.00 Toilet Tables, \$10.00.** Curly birch.

**\$27.00 Toilet Tables, \$10.75.** Golden oak, 40 inch top, with 14x24 inch mirror top.

**\$32.00 Cheval Mirror, \$24.00.** Golden oak, plain design.

**\$34.00 Toilet Tables, \$27.50.** Maple.

**\$45.00 Toilet Tables, \$32.50.** Mahogany, Colonial style.

**\$50.00 Cheval Mirror, \$37.50.** Mahogany, Louis XV style.

**\$90.00 Cheval Mirror, \$45.00.** Bird's eye maple.

**\$65.00 Cheval Mirror, \$40.00.** Mahogany, carved design, revolving base.

**Parlor Suites and Cabinets.**

**\$95.00 Parlor Cabinet, \$62.00.** Veneer, Martin, decorated, mirror back and glass shelves.

**\$120.00 Five Piece Parlor Suite, \$80.00.** Imitation mahogany frames, tapestry covering.

**\$170.00 Parlor Cabinet, \$130.00.** Mahogany, decorated, Louis XV design.

**\$225.00 Parlor Cabinet, \$112.50.** Gold, Louis XV design, mirror back and glass shelves.

**\$300.00 Three Piece Parlor Suite, \$200.00.** Gold, Louis XV design, tapestry covering.

## Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.

## Now the FURNITURE SALE.

The Tremendous Annual Movement for Which Thousands Are Eagerly Waiting: To-morrow.

THE MERE ANNOUNCEMENT OF THE SALE is really sufficient. Everybody knows about it. Almost everybody has shared its advantages in previous years. It stands in a class alone. But this season the Sale is so much beyond even the best of our past offerings that we make the announcement to-day with more than ordinary enthusiasm.

Many months have been spent in careful preparation for this event. Immense quantities of Furniture have been gathered. The prestige and purchasing power of the Store, which always give us a preference with many of the foremost makers, have this season been supplemented by favoring trade conditions. The result is such a complete and fine stock of Furniture as we believe has never before been shown in Brooklyn and at

### A Fifth, a Fourth, a Third, Even Half Less than Usual.

It is the CHARACTER OF THE FURNITURE as well as the low prices which distinguishes this from the crop of sales which will be announced and speedily peter into nothingness. It is easy enough to get Furniture to sell at small prices, if you are not specially particular about its character. We could get Chiffoniers, Morris Chairs—plenty of other pieces to sell for even less than the wonderfully little prices we quote.

But you can DEPEND on this Furniture. Even the least expensive pieces are well made throughout and will give years of wear. Every piece of Furniture in the Sale is up to the high standard of excellence characteristic of the Store, so that you may choose whatever your fancy with ABSOLUTE CONFIDENCE that it will give years of satisfaction in its use.

The range of Furniture in the Sale is tremendous. Every staple sort is included. You may furnish your house from top to bottom, and as simply or as richly as you choose—all at prices averaging a fourth or more under the regular.

The Sale is particularly rich in Furniture of high class, of the artistic sort which appeals to people of taste. We never before had such a great array of Furniture in this class and the Sale will be noteworthy in this respect.

Some of the details follow. But you must SEE THE FURNITURE ITSELF to realize what the Sale really means. It is the greatest occasion of the sort which Brooklyn people have ever been invited to share.

**\$20 Parlor Suites, \$13.95.**

Three pieces, mahogany finish frames, nicely finished, panel back, upholstered seats.

**\$38 China Closets, \$26.50.**

Quartered oak (closets, with mirror back and glass shelves; liberal size and very pretty design.

**\$8.50 Chiffoniers, \$5.35.**

Golden oak, nicely finished, 5 drawers, fancy shaped beveled mirror.

**\$13.50 Morris Chairs, \$8.25.**

Golden oak or mahogany finish frames, very massive and elaborately carved, complete with corduroy or velvet cushions.

**Bureaus of Golden Oak.**

**\$8.25, regularly \$11.**  
**\$14, regularly \$18.**  
**\$22, regularly \$30.**  
**\$25, regularly \$34.**  
**\$32, regularly \$43.**  
**\$41, regularly \$55.**  
**\$57, regularly \$76.**

**Bureaus of Birch.**

**\$15.50, regularly \$21.**  
**\$24, regularly \$30.**  
**\$31, regularly \$39.**  
**\$46, regularly \$58.**  
**\$54, regularly \$70.**

**Bureaus of Maple.**

**\$18, regularly \$25.**  
**\$24, regularly \$32.**  
**\$29, regularly \$36.**  
**\$34, regularly \$40.**  
**\$54, regularly \$72.**  
**\$90, regularly \$120.**

**Bureaus of Mahogany.**

**\$17, regularly \$24.**  
**\$18.50, regularly \$25.**  
**\$24, regularly \$32.**  
**\$30, regularly \$40.**  
**\$46, regularly \$62.**  
**\$62, regularly \$78.**  
**\$85, regularly \$110.**

**Chiffoniers of Golden Oak.**

**\$3.95, regularly \$5.50.**  
**\$6.95, regularly \$12.75.**  
**\$10, regularly \$13.50.**  
**\$14, regularly \$19.**  
**\$17, regularly \$23.**  
**\$23, regularly \$31.**  
**\$35, regularly \$48.**  
**\$42, regularly \$56.**

**Chiffoniers of Mahogany.**

**\$18, regularly \$24.**  
**\$25, regularly \$33.**  
**\$32, regularly \$42.**  
**\$40, regularly \$55.**  
**\$52, regularly \$70.**

**Chiffoniers of Maple.**

**\$15, regularly \$19.**  
**\$23, regularly \$31.**  
**\$37, regularly \$50.**  
**\$75, regularly \$90.**

**Chiffoniers of Birch.**

**\$15, regularly \$19.**  
**\$24, regularly \$30.**  
**\$29, regularly \$42.**  
**\$36, regularly \$48.**

**Library Suites, 3 Pieces.**

**\$83, regularly \$108, mahogany finish.**  
**\$95, regularly \$145, golden oak.**  
**\$120, regularly \$190, mahogany.**  
**\$140, regularly \$190, mahogany.**  
**\$165, regularly \$225, mahogany.**  
**\$285, regularly \$390, mahogany.**

**Gold Parlor Suites, 3 Pieces.**

**\$92, regularly \$125.**  
**\$110, regularly \$155.**  
**\$130, regularly \$175.**

**Gold Parlor Suites, 3 Pieces.**

**\$198, regularly \$300.**  
**\$248, regularly \$325.**  
**\$345, regularly \$475.**

**Parlor Suites, 3 Pieces.**

**\$29, regularly \$42, mahogany finish.**  
**\$33, regularly \$48, mahogany finish.**  
**\$46, regularly \$61, mahogany finish.**  
**\$50, regularly \$74, mahogany finish.**  
**\$90, regularly \$140, mahogany.**  
**\$120, regularly \$185, mahogany.**  
**\$140, regularly \$210, mahogany.**  
**\$180, regularly \$275, mahogany.**

**Parlor Suites, 5 Pieces.**

**\$29, regularly \$38, mahogany finish.**  
**\$36, regularly \$46, mahogany finish.**  
**\$55, regularly \$110, mahogany finish.**  
**\$73, regularly \$98, mahogany finish.**  
**\$90, regularly \$120, mahogany finish.**  
**\$105, regularly \$155, mahogany finish.**  
**\$175, regularly \$225, mahogany.**

Third and Fourth Floors.

## The World's Broadest Guarantee Is YOUR INSURANCE POLICY In Buying at Loeser's.

As against the many exaggerated claims of low prices which the daily papers are filled, we offer OUR GUARANTEE, the broadest given to the public by any house in the world.

We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell, and under any circumstances the patron of Loeser's is protected.

This guarantee renders it absolutely impossible for any house in Greater New York, under any circumstances or conditions, to sell the same goods or patterns for lower prices than we do, as we are sure to discover any change in price almost at once, and then our guarantee makes good. Every claim covered by our guarantee is allowed instantly, with thanks for the information we receive.

We fully realize that there is only one sentiment in business—CONFIDENCE. After that the entire structure is built upon prices and quality. Every purchase made of us carries with it AN INSURANCE POLICY against the possibility of a single penny under any circumstances which can or may arise within thirty days. Is any further argument needed? Can there possibly be a safer store than one where such insurance is given?

## New Furs Join the Half Price Sale. Finest of All. And Just From the Workrooms.

LAST WEEK WE MADE the most notable offering of Furs in our history—the greatest offering that has ever been made in Brooklyn. It was the stock of one of New York's best furriers, immense in volume and splendid in character. It was offered at JUST HALF the usual prices. But several thousand dollars worth of the Furs were still in the workrooms and unfinished when we closed the deal. They were being made up in the very newest styles. They could not be finished in time for the opening of the Sale.

Those Furs are finished now. The last of them arrived yesterday. They add to the Sale its finest feature.

Every piece bears the Loeser guarantee. None of the Furs will be sent C. O. D., or credited, but if any are left they may be exchanged within 18 hours.

**Scarfs.**

**\$3 Scarfs, \$1.98.**

Nearseal cluster Scarfs.

**\$7 Scarfs, \$3.50.**

Sable dyed opossum Scarfs, finished with six tails.

**\$15 Scarfs, \$7.50.**

Sable dyed squirrel throw Scarfs.

**\$20 Scarfs, \$10.**

Sable dyed squirrel fancy Scarfs.

**\$30 Scarfs, \$15.**

Gray dyed caracul throw Scarfs.

**\$36 Scarfs, \$18.**

Blended milk long double Scarfs.

**\$45 Scarfs, \$22.50.**

Blended milk 4 skirt Scarfs.

**\$45 Scarfs, \$22.50.**

Persian Lamb Scarfs, fancy collar.

**\$80 Scarfs, \$40.**

Long Stole or pointed Sitka fox, satin lined, finished with brush and paws.

**69c. to \$1.50 Dress Fabrics, 59c.**

The remarkable part of the sale is that EVERY FABRIC IS DESIRABLE. Kinds are right, qualities are fine, colors are correct. It is some of the best news we have had from the Dress Goods Store all season.

**\$1.50 Twine Voiles, 59c.**

**\$1 French Chiffon Voiles, 59c.**

**\$1 Suiting Mixtures, 59c.**

**95c. French Black Voiles, 59c.**

**75c. English Mohair Sicilians, 59c.**

**75c. Cheviots, 59c.**

**69c. All Wool Batiste, 59c.**

Second Floor.

## FRAMED OIL PAINTINGS.

The Most Important Sale Ever Held in Brooklyn.

One hundred and three Oil Paintings, the fine work of some of the best foreign and American artists, will be here to-morrow for the smallest prices which Paintings of equal merit have ever cost, we believe. In a nutshell, that is the story.

Our ordinary prices for Pictures are lower than such Pictures will cost in the exclusive stores, where alone they can be equaled. And when Pictures have remained here for a time, they must give way to newer arrivals, even if our low prices have to be reduced still lower. Such a condition has inspired this sale. We print just a few of the many:

	Size of Canvas.	Value.	Price.
Surrey Valley—D. Sherrin	24x36	\$140	\$90
By the Sea—C. Van Leemputten	16x22	110	75
Saltwater—A. Van Helledeke	21x27	165	100
Fisherman—J. Hacquet	23x28	200	225
On the Thames—Harry Pennell	24x30	125	85
Harvest Time—Ernest Walbourne	24x32	185	100
Highland Cattle—David Hicks	24x36	100	75
Expectation—A. Tannurini	12x16	175	110
Natural Enemies—P. Shuan	18x20	165	125
Portland Light—J. G. Tyler	20x32	125	85
Golden Sunset—G. H. McCord, A. N. A.	25x30	150	100
Cobbler—P. Massani	12x16	150	100
Your Health—A. Palan	20x30	175	100
Flower Mart—J. Pallari	11x16	85	50
Fish Guards—L. Gedlock	14x14	110	75
Landscape—Chuyala	21x32	90	60
East Path—B. Lambert	27x41	115	75
Robert's Realm—J. P. Waldo	22x36	95	60
Landscape—Krafftman	17x32	95	60
The Game—Krafftman	16x29	135	95
Landscape—E. L. Field	20x30	110	75
Henry's Joy—G. Roogze	16x24	125	80
Light Rehearsal—J. P. Waldo	23x34	135	95
Midnight—Plank	19x31	95	60
Wetlands—O. Fedder	16x31	115	75